

India Paint Industry Outlook 2025

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Abstracts

The Indian paint industry has seen a gradual shift in people's preferences from traditional whitewash to high quality paints like emulsions and enamel paints, which is providing the basic stability for the industry's growth. Furthermore, it is creating a highly competitive market in which players are employing various strategies to capitalise on the growing market demand for a larger share.

Furthermore, the rise in disposable income of the average middle class, combined with increased investment in education; urbanisation; rural market development; and various launches of many innovative products, such as friendly, odour free, and dust & water resistant paints, are major drivers propelling the growth of the Indian paint market.

According to our report 'India Paint Industry Outlook 2025,' the Indian paints industry by value and volume is expected to grow at a CAGR of around 10% from 2021-22 to 2024-25. The reports provide a comprehensive analysis of the Indian decorative and industrial paint market. Our research is the result of extensive primary and secondary research into industry trends. For the study, we have analysed industry expert insights from paint manufacturers, regional dealers and raw material suppliers, in order to build our macro and micro level understanding of the overall market and to explore opportunity in the prevailing market.

According to the report findings, decorative paints have the highest demand. Thus, a thorough study of this segment has been conducted in the report, which has been segmented by application, product class, technology, demand, composition, region, and tier cities. The report also goes into detail about the decorative paint markets for emulsion, enamel, and distemper in terms of value, volume, types, tier cities, and so on; as well as an analysis of raw materials and industry roadblocks..

Our research also depicts the industry's key trends and drivers. Furthermore, the report

includes a business overview of key industry players like Asian Paints, Kansai Nerolac, Berger Paints, Akzo Nobel, and Shalimar, as well as a comprehensive outlook of the sector's current and future scenario. Overall, the report is the result of extensive research and careful analysis, and it will provide a useful knowledge base to those interested in this industry.

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